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# Text of OPA Refrigerator Price Order MPR 598 Governing Sales of 'Reconversion' Models

In the judgment of the Price Administrator the maximum prices established by this Maximum Price Regulation No. 598 are and will be generally fair and equitable and will effectuate the purposes of the Emergency Price Control Act of 1942 [§ 50.1] as amended; the Stabilization Act of 1942 [§ 50.1a], as amended, and Executive Orders No. 9250 [§ 51.2b], No. 9328 [§ 1.27], and No. 9599 [§ 1.42]. A statement of the considerations involved in the issuance of this regulation has been issued simultaneously herewith and filed with the Division of the Federal Register.

## ARTICLE I—SCOPE OF THIS REGULATION

**1. Articles covered.** This regulation covers sales of new household mechanical refrigerators manufactured on or after July 1, 1945.

**2. Persons and transactions covered.** This regulation covers all sales and deliveries by any person of household mechanical refrigerators manufactured on or after July 1, 1945.

**3. Definitions.** As used in this regulation.

(a) "Refrigerator" means any new household mechanical refrigerator of the type commonly used in the home which operates either by compression or by absorption and which has a food storage capacity of 16 cubic feet or less.

(b) "Manufacturer" means any person operating a plant or factory which manufactures or assembles refrigerators, or a person who regularly sells private brand refrigerators to distributors, or a person who sells to purchasers for resale private brand refrigerators for which he owns or controls patterns or dies.

(c) "Distributor" means any person who is not a "manufacturer" and who in the course of trade or business buys completed refrigerators for re-sale to persons other than ultimate consumers.

(d) "Dealer" means a person who buys completed refrigerators and re-sells them to ultimate consumers.

(e) "Ultimate consumer" means a person who purchases a refrigerator for his own use.

(f) "Person" includes an individual, corporation, or any other organized group; their legal successors or representatives.

(g) "Class of purchaser" means any purchaser or group of purchasers to whom the seller had an established practice during the period October 1-15, 1941 of selling the same type of article at prices different from those charged other purchasers, or groups of purchasers. A class

of purchaser may be a single purchaser or a kind of purchaser (for example, an exclusive distributor, mail order establishments, department stores, etc.) or purchasers located in a particular area (for example, a distributor in the New England States, etc.) or purchasers who buy in particular quantities (for example, dealers who buy in quantities of 5 or more) or purchasers who buy under particular conditions of sale (for example, 2% cash discount for payment within 10 days, net 30 days, long term credit, sales on a delivered basis, etc.).

Any purchaser, kind of purchaser or purchaser on certain terms or conditions of sale which the industry has generally recognized as constituting a separate class of purchaser, and for sales to which the seller does not have a ceiling price established by or under this regulation is a new class of purchaser for that seller. A manufacturer's ceiling prices for sales to a new class of purchaser must be established under Section 10 of this regulation.

## ARTICLE II—MANUFACTURERS' CEILING PRICES

4. Models which had ceiling prices on March 30, 1942. (a) Determination of ceiling prices. Unless an order issued under this regulation provides otherwise, a manufacturer's ceiling price for each model refrigerator is the price in effect to each class of purchaser on March 30, 1942. If, on that date, on any particular model, the manufacturer had a price in effect for sales to one or more classes of purchasers, but not for sales to others, then the ceiling price to the class of purchaser for whom the manufacturer had no price for that model shall be the price calculated by applying to his ceiling price to any class of purchaser for that model, the differential between the two classes which the manufacturer had in effect October 1-15, 1941.

(b) Reports of ceiling prices determined under this section. Every manufacturer for whom a ceiling price is fixed by this section must send to the Office of Price Administration, Washington 25, D. C., on or before November 10, 1945, a written report which states the model designation of each model so priced, the ceiling prices fixed for sales of this model, and the class of purchaser to whom each ceiling price applies.

5. Repricing by special order. Refrigerators are a reconversion product for which adjustments in ceiling prices are found by the Administrator to be warranted in accordance with the reconversion pricing policy embodied in Amendment 67 [§ 318.51b] to Maximum Price Regulation 188 and approved for industries not subject to Maximum Price Regulation 188 by Directive 78 [§ 27.46] issued by the

Office of Economic Stabilization. Accordingly, orders may be issued under this section, adjusting ceiling prices established by Section 4, to reflect legal increases (over 1941 factory costs) in the manufacturer's material prices and basic wage rate schedules of factory workers since October 1, 1941, together with a profit factor as determined by this Office equal to his own average net profit margin (before income taxes) for the period 1936-1939 or one-half the average industry profit margin for that period, whichever is higher. In determining the amount of any adjustment here authorized, the Office of Price Administration will act on the basis of the cost information called for on OPA Form 663-2445, calculated in accordance with the accompanying instructions.

Adjustments may be made under this section for manufacturers eligible to apply for an adjustment under Supplementary Order No. 119 [§ 286.1]. Applications filed after November 10, 1945 will not be considered under this section but will be processed and adjustments granted in accordance with the terms of Supplementary Order No. 119.

6. New or changed models involving minor changes. (a) A manufacturer's ceiling price for any model of refrigerator he produces which does not differ by more than a "minor change" from another model for which he has established ceiling prices are the ceiling prices of the model already priced. Any change which reduces the quality, efficiency, convenience, or safety of operation of the refrigerator being changed is not a "minor change."

(b) For the purpose of this regulation only the following changes are minor changes:

1. Cabinet frame and panels, not including the door.

(i) Changes in the gauge of sheet metal or modifications in the design of castings provided that the total net change does not amount to more than three pounds.

(ii) Changes in breaker strip or moulding materials except that the substitution of black strips or moulding for lighter colored materials is not a minor change.

(iii) Changes in insulation materials.

(iv) Changes in finish except that substitution of synthetic enamel for porcelain enamel and reduction of the number of coats are not minor changes.

2. Cabinet equipment and accessories.

(i) Changes in the location, material, or finish of evaporators except that the omission or addition of an evaporator door and any change that reduces or increases the cubic capacity of the cabinet more than 10% are not minor changes.

(ii) Changes in shelf finish.

(iii) Changes in shelf arrangement which do not reduce or increase the total shelf area by more than 10%. Inter-changing sliding and non-sliding shelves is not a minor change.

(iv) Changes in material for ice trays, except that any change which alters the tray capacity is not a minor change.

(v) Changes in design or location of defrost trays, meat keepers, hydrators and bins except that any change that alters the capacity of any of these items by more than 10% is not a minor change.

3. Cabinet door and fittings.

(i) Changes in material, design, or location of nameplates.

(ii) Changes in material or location of hardware except that changes in the cost of the hardware exceeding 25 cents are not minor changes.

(iii) Changes in gasket design or material.

4. Electric wiring and switches.

(i) Changes in electric wiring, light and switches except that the elimination of any light or switch is not a minor change.

5. Machine parts and controls.

(i) Changes in the location of the motor compressor, burner, tubing, restrictor, condenser, control, or relay.

(ii) Changes in the kind of refrigerant used.

(c) A manufacturer who makes a minor change in any model of refrigerator shall keep available for the inspection of the Office of Price Administration for so long as the Emergency Price Control Act, as amended, remains in effect, a record of every such minor change, showing the model designation of the model being changed and a description of the minor changes being made.

7. New or changed models involving a change, not a minor change. (a) Pricing formula. A manufacturer who cannot find his ceiling price for a new or changed model under Section 4 or 6 or under any order issued under this regulation, but who has a ceiling price established for a comparable model, shall determine his ceiling price for the new or changed model according to the following formula:

(1) He shall find the model of refrigerator for which he has a ceiling price which is comparable to the model being priced. The "comparable" model is the one which is most like the refrigerator being priced in design, construction, and operation, which is closest to it in unit direct cost, and which is distributed through similar trade channels. If a refrigerator on which minor changes have been made is subsequently used as the comparable model in pricing a new or changed model, the cost of the comparable model shall be computed on the basis of the cost to make the refrigerator without the minor changes.

(2) He shall find the current unit direct cost of the comparable model. Current unit direct cost means the cost of direct materials and direct labor computed on the basis of (i) his normal production volume and his normal material price practices; (ii) current material prices paid not to exceed ceiling prices; (iii) wage rates in effect at the time the report is prepared; (iv) labor efficiency and material waste allowances determined at the time of or just prior to the preparation of the report. For the purpose of this section, direct material and direct labor do not include any items of factory expense or burden, pattern and tool and die costs, production engineering, warehousing and shipping expenses, royalties,

and items of selling, general and administrative expense. If he is not producing the comparable model, he must, nevertheless, compute the current direct cost on the basis described above.

(3) He shall find the direct cost of the model being priced on the same basis as described in subparagraph (2) in a manner consistent with the computation of the current unit direct cost of the comparable model.

(4) He shall find his mark-up factor by dividing the ceiling price of the comparable model by its unit direct cost. He must use his ceiling price to the class of purchaser (distributors, dealers, mail order houses, etc.) who buys from him in the greatest volumes.

(5) He shall multiply the unit direct cost of the model being priced by that mark-up factor. The result is his ceiling price to the class of purchaser used in subparagraph (4). His ceiling prices to any other class of purchaser for the model being priced must be calculated on the basis of the percentage differential which he had in effect during the period October 1-15, 1941, for sale to that class of purchaser.

(b) Reporting and waiting provisions.

(1) If a manufacturer uses this section to find his ceiling price, he may not without special authorization sell, offer to sell, or deliver the refrigerator until his ceiling price has been approved by the Office of Price Administration. To receive that approval a manufacturer must comply with the reporting and waiting provisions which are stated below.

(2) The manufacturer must report the price which he has arrived at under this section on OPA Form 6067-2820 provided for that purpose giving all the information called for by that form, or if he cannot do so, an explanation of the reasons he cannot. These forms may be obtained by him from the Office of Price Administration, Washington, D. C., and his report must be filed there. With the form he must include an illustration and specifications of both the new and comparable models. If he receives a written acknowledgement and approval of his report, he may proceed at once to sell the refrigerator at the reported price. Fifteen days after mailing the report (or all additional information which may have been requested), in the absence of a contrary direction from the Office of Price Administration, he may treat his reported price as his ceiling price.

The manufacturer may not, however, unless he is specifically authorized to do so, deliver any article priced under this section until he has ascertained the retail ceiling prices for the article and has complied with the tagging requirements of Section 17.

8. Downward adjustment of certain prices established or reported. Prices established or reported under Sections 6 or 7 are subject to reduction at any time by written order of the Office of Price Administration if (1) the price appears to be out of line with prices established for similar models taking into account the manufacturer's relationships with other manufacturers during the base period, or (2) the price is too high in comparison with the manufacturing or selling conditions actually experienced, or (3) the price is found to be incorrect under the provisions of the applicable pricing method. Any reduction under this section will not be retroactive.

9. Ceiling prices fixed by special order. If a manufacturer cannot apply the formula in Section 7 because he has no comparable model, then his ceiling price for sales to a particular class of purchaser is the price specifically authorized by the Office of Price Administration for such sale, in line with the level of ceiling prices fixed by this regulation. Applications for the establishment of such prices

must be made in writing to the Office of Price Administration, Washington 25, D. C. The manufacturer may not, except in the case of sales to the U. S. or Allied Governments (see Section 18 below), sell, offer to sell, or deliver a refrigerator for which a ceiling price must be fixed under this section prior to specific authorization by the Office of Price Administration.

Applications under this section shall contain a detailed breakdown of the unit direct costs of the new model (computed in the manner set forth in Section 7 (a) (2)), a list of the major specifications of that model, a photograph or other illustration of that model, and the manufacturer's proposed ceiling prices for sales to each class of purchaser.

10. Ceiling prices for sales to new classes of purchasers. If a manufacturer cannot find his ceiling price for sales to a particular class of purchaser under any of the preceding sections of this regulation, or under any order issued under this regulation, he shall apply for the establishment of ceiling prices or a method of determining his ceiling prices for sales to that class of purchaser. The application shall be made by letter to the Office of Price Administration, Washington 25, D. C., and shall indicate the classes of purchasers for sales to whom prices are to be fixed.

In addition, the application shall set forth the manufacturer's proposed ceiling prices for those sales. An order will be issued under this section establishing ceiling prices or a method of determining ceiling prices in line with the level of ceiling prices fixed by this regulation.

11. Establishment of ceiling prices in certain cases. If a manufacturer is required by this regulation to file a report under Section 7 or to apply for the establishment of a ceiling price under Section 9 or 10, and he fails to do so, or he fails to provide any of the information required in these sections, the Office of Price Administration may, on its own motion, issue orders under this section fixing ceiling prices for the manufacturer's sales in line with the level of ceiling prices established by this regulation. Ceiling prices so established will be effective as of the date of the first sale.

12. Reports, catalogs, and price lists. (a) Every manufacturer of articles covered by this regulation must notify the Office of Price Administration whenever he changes the model designation of any refrigerator in his line, and whenever he adds a new model to his line. This report may be made by letter and must give the model designation of both the model changed and the new model. This report must be mailed within three days after the change or addition is made. The reporting requirements of this subsection are in addition to, and do not supersede, the reporting requirements of Section 4 of this regulation.

(b) Every manufacturer must file with the Office of Price Administration, Washington 25, D. C., a copy of every catalog and price list for refrigerators issued by him or in effect on or after March 30, 1942. In addition, every manufacturer must file a copy of every notification he issues to the trade after the effective date of this regulation concerning new prices, changes in prices, or changes in terms, discounts, or allowances.

Copies of these notifications must be filed within 10 days after they have been issued to the trade.

ARTICLE III—CEILING PRICES FOR RESALES BY DISTRIBUTORS AND DEALERS

13. Establishment of resale prices for distributors by order. Whenever the manufacturer's ceiling prices for a refrigerator have been determined under this

regulation, an order may be issued fixing ceiling prices, or a method of determining ceiling prices for sales of the refrigerator by distributors. Distributors' ceiling prices established by an order under this section supersede any ceiling prices established under any other provision of this regulation for those sales.

**14. Distributors' ceiling prices.** Unless the distributor's ceiling price for sales of a particular model of refrigerator to a particular class of purchaser has been established by an order issued under Section 13, he shall determine his ceiling price under the first applicable rule of the following:

**Rule 1.** If the distributor quoted the identical model (or a model differing from it by minor changes only and priced under Section 6) to the same class of purchaser at any time between March 30, 1942, and June 30, 1945, inclusive, he finds his ceiling price for such a sale as follows:

(a) He first ascertains his ceiling price fixed for that sale by Maximum Price Regulation No. 110 [§ 310.37b], less any warehousing allowance included in it under Section 10 (b)(2) of that regulation.

(b) He then multiplies that figure by .987.

(c) The result is his ceiling price for that sale under this regulation.

**Rule 2.** If the distributor quoted the identical model (or a model differing from it by minor changes only and priced under Section 6) between March 30, 1942, and June 30, 1945, inclusive, but cannot use Rule 1 because he did not quote a price for sales of that model to that particular class of purchaser, then his ceiling price for that sale is his ceiling price to any other class of purchaser as determined under Rule 1 adjusted to reflect his differential in effect during the period October 1-15, 1941, on sales to that particular class of purchaser.

**Rule 3.** If a distributor cannot use Rules 1 or 2, his ceiling price for a sale of a particular model to a particular class of purchaser is the ceiling price established under Rules 1 or 2 for such a sale by his "most closely competitive seller of the same class." A distributor's "most closely competitive seller of the same class" is a distributor who (a) is selling the identical model of refrigerator to the same class of purchaser, and (b) is located nearest to the seller.

**Rule 4.** If a distributor cannot otherwise find his ceiling price for a particular sale, his ceiling price for that sale is the price established by the Office of Price Administration in an order under this section. An application under this rule shall state the name of the manufacturer of the refrigerator being priced, its model designation, the classes of purchasers to whom the applicant proposes to sell the refrigerator, the ceiling prices he proposes for such sales, and a statement of the reasons why he cannot use the other rules in this section to fix his ceiling prices. Until ceiling prices are fixed for his sales by an order under this section, a distributor whose ceiling prices must be fixed under this rule may not make sales or deliveries of any model covered by his application.

**15. Dealers' ceiling prices** (a) Prices set forth in Section 24, Appendix A. A dealer's ceiling price for sales of a particular model of refrigerator is the applicable price set forth in Section 24, appendix A.

(b) Credit charges. (1) Dealers who during the period October 1-15, 1941, collected a separately stated additional charge for the extension of credit on sales of refrigerators, may collect a charge for the extension of credit under this regulation, not exceeding such charge during the period October 1-15, 1941, on a similar

sale on similar terms to the same class of purchaser. Dealers who did not so state and collect an additional charge, may collect a charge for the extension of credit only on installment plan sales; and the charge shall not exceed the separately stated additional charge for the extension of credit on a similar sale on similar terms to the same class of purchaser during the period October 1-15, 1941, by the dealer's closest competitor who made a separately stated charge.

An installment-plan sale as used in the above paragraph means a sale where the unpaid balance is to be paid in installments over a period of either (i) six weeks or more from the date of sale in the case of weekly installments, or (ii) eight weeks or more in the case of other than weekly installments.

(2) All charges for the extension of credit shall be quoted and stated separately. Any charge which is not quoted and stated separately or which otherwise does not conform to this subsection, shall, for the purposes of this regulation, be considered to be part of the price charged for the refrigerator sold.

(3) No dealer may require as a condition of sale that the consumer must buy on credit.

#### ARTICLE IV—GENERAL PROVISIONS

**16. Sales invoices.** Every manufacturer, distributor, and dealer who sells a refrigerator after October 22, 1945, shall furnish every purchaser with an invoice showing the date of sale, the name and address of both the buyer and seller, the model number of each refrigerator he sold, the price charged, the quantity of each model sold, the terms of sale, and the nature and amount of any additional charges. Every seller must keep a copy of every sales invoice available for inspection by the Office of Price Administration for so long as the Emergency Price Control Act of 1942, as amended, remains in effect.

**17. Tagging.** (a) No person may sell at retail any refrigerator covered by this regulation unless there is attached to the refrigerator a label containing the OPA retail ceiling price for sales of the refrigerator by the seller.

(b) On and after November 7, 1945, no manufacturer may ship any refrigerator covered by this regulation to a distributor or dealer unless there is attached to the inside panel of the refrigerator door a label containing the OPA retail ceiling price of the refrigerator, description of the area in which that price is applicable, the brand name and model designation of the refrigerator, a statement that the price includes delivery, five-year warranty, federal excise tax and installation to facilities provided by the consumer and a statement that the label may not be removed until after the refrigerator is delivered to the ultimate consumer.

**18. Sales to the United States and Allied Governments.** (a) The ceiling price for sales to any agency of the United States Government or to any Allied Government by any seller other than a manufacturer of any refrigerator covered by this regulation shall be the seller's lowest ceiling price for sales of the refrigerator.

(b) A manufacturer may sell and deliver, and tentatively collect a price for, any refrigerator which is sold by him directly to any agency of the United States Government or to any Allied Government prior to the establishment of a ceiling price for sales by the manufacturer to that class of purchaser. The manufacturer must, however, inform the buyer that the ceiling price is still to be established under this regulation, and he must refund any amount collected which is in excess of the ceiling price approved

or established by the Office of Price Administration. Within ten days after the manufacturer has entered into a contract for such a sale, he must file a report or an application as provided in Sections 7, 9, or 10, whichever is applicable.

**19. Terms of sale.** Unless this regulation or an order issued under it provides otherwise, each ceiling price established by or under this regulation is subject to each seller's terms, allowances, discounts and price differentials no less favorable than those he had in effect for similar sales during the period October 1-15, 1941.

**20. Relation of this regulation to other price regulations.** (a) The provisions of Revised Price Schedule 102 and Maximum Price Regulation No. 110 do not apply to sales and deliveries covered by this regulation except that all records which sellers were required to retain under those regulations must be kept and made available by them for inspection by the Office of Price Administration for so long as the Emergency Price Control Act of 1942, as amended, remains in effect.

(b) The ceiling price at which any article covered by this regulation may be exported by any person shall be determined in accordance with the provisions of the Second Revised Maximum Export Price Regulation [§ 300.2].

**21. Modification of provisions of this regulation.** The provisions of this regulation as applied to classes of commodities or persons subject thereto may be modified by orders of general applicability issued under this section.

Orders may also be issued under this section, at the request of a manufacturer, altering his zoning practices and prices, and those of his distributors accordingly, when it appears that no increase in the general level of prices for refrigerators will result.

**22. Compliance with the regulation.** (a) **No buying or selling at over ceiling prices.** Regardless of any contract or other obligation no person shall sell, offer to sell, or deliver, and in the course of trade or business, no person shall purchase or accept delivery of any refrigerator covered by this regulation at a price higher than the ceiling price fixed by this regulation, or before the manufacturer has properly determined his ceiling price under this regulation.

If, in violation of this provision, a sale, offer to sell, or delivery of a refrigerator covered by this regulation is made before its ceiling price has been properly established in accordance with this regulation, the ceiling price applicable to the sale, offer to sell, or delivery, shall be the correct ceiling price for the refrigerator properly determined in accordance with this regulation.

(b) **Enforcement.** Persons violating any provisions of this regulation are subject to the criminal penalties, civil enforcement actions, license suspension proceedings, and suits for treble damages provided by the Emergency Price Control Act of 1942, as amended.

(c) **Licensing.** The provisions of Licensing Order No. 1 licensing all persons who make sales under price control are applicable to all sellers subject to this regulation. A seller's license may be suspended for violations of the license or of one or more applicable price schedules or regulations. A person whose license is suspended may not, during the period of suspension, make any sale for which his license has been suspended.

(d) **Certain practices forbidden.** Any practice which has the effect of getting a higher-than-ceiling price without actually raising the dollar and cents price is hereby forbidden.

The following is an illustrative list of the things a seller is not permitted to do. A seller is not permitted to require the

purchaser, as a condition of the sale or transfer of the new refrigerator, to make payment over a period of time; to require him to finance the purchase through any particular lending agency, to require him to purchase any equipment, accessories, parts, or services so as to increase the total compensation above the new refrigerator maximum price; to require him to purchase any other commodity or service; or to require him to make payment in whole or in part by exchanging, transferring or trading in any other product or commodity. Where there is an exchange, transfer, or trade-in, in connection with a sale, it is a violation for the seller to give the purchaser an allowance for the product or commodity exchanged, transferred, or traded in which is less than its reasonable value.

Furthermore, the seller is prohibited from providing for the purchase of the new refrigerator by a lessee under a retail contract at an agreed valuation which together with the amount paid for the rental is higher than the applicable maximum price at the time the rental contract is entered into, and from making the terms and conditions of sale more onerous to purchasers than they customarily have been, except to the extent allowed by this regulation.

It shall also be a violation for any person to charge, pay, or receive a finder's fee or other compensation in connection with the procurement of a new refrigerator where the finder's fee or other compensation plus the purchase price for the new refrigerator exceeds the permitted maximum price, except that this prohibition shall not apply to the case of a bona fide employer-employee relationship between a seller generally engaged in the business of selling new refrigerators and an employee of the type of employee generally considered by the trade to be a new refrigerator salesman.

**23. Geographical applicability.** The provisions of this regulation shall be applicable to the 48 States and the District of Columbia.

**24. Appendix A. Ceiling prices for dealers' sales of refrigerators.** The ceiling prices for sales by dealers of the refrigerator models listed below are the applicable prices listed in this appendix.

These prices include:

- (1) Delivery.
- (2) The five-year warranty.
- (3) The Federal Excise Tax.

(4) In the case of an electric refrigerator, installation to electric facilities provided by the consumer, or, in the case of a gas refrigerator, installation to gas facilities provided by the consumer if the installation does not require the dealer to provide more than five feet of pipe or tubing.

They do not include state or local taxes imposed at the point of sale. No charge may be added for the extension of credit by the dealer to the ceiling prices in this appendix except in accordance with paragraph (b) of Section 15 of this regulation.

The zones shown in the table vary from brand to brand.

Zone boundaries, where more than one zone price is listed, are those shown on maps on file with the Office of Price Administration.

This regulation shall become effective on October 22, 1945.

Note: All reporting and record-keeping requirements of this regulation have been approved by the Bureau of the Budget in accordance with the Federal Reports Act of 1942.

Issued this 22nd day of October, 1945.

Office of Price Administration

Make	Brand	1946 Model No.	1st Zone	2nd Zone	3rd Zone	4th Zone	5th Zone
Admiral Corp.	Admiral	CS-746 CS-946	\$187.95 217.95	\$192.95 222.95	\$197.95 227.95		
Borg-Warner Corp.	Norge	M-746	193.95	196.95	198.95	200.95	202.95
Copeland Refrigeration Corp.	Copeland						Prices and Models to Be Announced
The Crosley Corp.	Crosley	SS-746	148.50 1	150.50	153.50	165.50	
Edison General Electric Appliance Co., Inc.	Hotpoint	EA6-46 EA7-46 EB7-46	135.75 151.50 188.25 1				
General Electric Co.	General Electric	LB6-46 LB7-46 JB7-46	133.75 151.50 188.25 2	148.25 163.25 186.75 180.75 204.50 227.50 250.50 251.75 275.25 287.25 310.75 489.25 138.23 142.00	3		
The General Motors Corp.	Frigidaire	S17 M17 MP17 D17 DP17 D19 DP19 CD17 CPD17 CD19 CPD19 CPDI13 AH14 AH16	146.75 161.75 184.75 178.50 202.00 224.75 247.50 248.25 271.50 283.25 306.60 482.00 137.00 140.75	148.25 163.25 186.75 180.75 204.50 227.50 250.50 251.75 275.25 287.25 310.75 489.25 138.23 142.00			
Gibson Electric Refrigerator Corp.	Gibson	F666 F686 FT86 SF796	172.25 196.50 215.95 255.50	175.25 199.50 218.95 258.50	178.25 202.50 221.95 261.50	181.25 205.50 224.95 264.50	184.25 208.50 227.95 267.50
Montgomery Ward & Co.	Montgomery Ward						Prices and Models to Be Announced
Nash-Kelvinator Corp.	Kelvinator	CS-7 C-7 CD-7 H-9	146.95 171.95 185.95 253.95 1				
Nash-Kelvinator Corp.	Leonard	SL-7 L-7 DL-7 LH-9	146.95 171.95 185.95 253.95				
The Philco Corp.	Philco						Prices and Models to Be Announced
Sears, Roebuck & Co.	Coldspot	45126 45236 45326 45238 45428 41338 41228 45126 45236 45326 45238 45428 41336 41228	Retail Store 4 125.95 164.95 174.95 185.95 195.95 203.95 183.95 115.95 154.95 164.95 173.95 183.95 183.95 193.95 173.95	5 130.95 169.95 179.95 188.95 198.95 206.95 188.95 120.95 159.95 169.95 173.95 183.95 188.95 198.95 178.95	6 135.95 174.95 183.95 193.95 203.95 213.95 193.95 125.95 164.95 173.95 183.95 183.95 193.95 203.95 183.95		
Servel Corp.	Electrolux	R-400 R-600A R-600 R-800A R-800 N-603 N-803	149.95 192.95 274.95 269.95 324.95 284.95 334.95	153.45 196.45 278.45 273.45 328.45 287.95 337.95	155.95 198.95 280.95 275.95 330.95 290.45 340.45	156.45 199.45 281.45 276.45 331.45 291.95 341.95	
Westinghouse Electric Corp.	Westinghouse						Prices and Models to Be Announced

1 Zone 1 includes 48 states and Washington, D. C.

2 Territories served by independent distributors.

3 Territories served by factory branches.

4 Midwest Zone.

5 East-Southeast Zone.

6 West-Southwest Zone.